

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line¹: 2000 and 1999

(Estimates are based on data from the 2000 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.) [Revised data for Tables 5, 6, 5A, and 6A are available.](#)

Merchandise Lines	Value of Sales						E-commerce as Percent of Total Sales	Percent Distribution	
								Total Sales	E-commerce Sales
	2000		1999		Y/Y Percent Change				
	Total	E-commerce	Total	Revised E-commerce	Total Sales	E-commerce Sales	2000	2000	2000
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	107,664	21,368	92,923	11,720	15.9	82.3	19.8	100.0	100.0
Books and magazines	4,250	2,083	3,480	1,604	22.1	29.9	49.0	3.9	9.7
Clothing and clothing accessories (includes footwear)	14,419	1,960	12,892	828	11.8	136.7	13.6	13.4	9.2
Computer hardware	26,456	6,077	23,016	4,224	14.9	43.9	23.0	24.6	28.4
Computer software	3,566	1,115	2,670	768	33.6	45.2	31.3	3.3	5.2
Drugs, health aids, and beauty aids	12,258	671	11,170	232	9.7	189.2	5.5	11.4	3.1
Electronics and appliances	3,446	1,071	2,611	464	32.0	130.8	31.1	3.2	5.0
Food, beer, and wine	1,906	568	1,450	233	31.4	143.8	29.8	1.8	2.7
Furniture and home furnishings	6,437	849	5,798	288	11.0	194.8	13.2	6.0	4.0
Music and videos	4,463	1,282	4,335	809	3.0	58.5	28.7	4.1	6.0
Office equipment and supplies	6,929	1,432	7,285	610	-4.9	134.8	20.7	6.4	6.7
Toys, hobby goods, and games	2,956	795	2,255	398	31.1	99.7	26.9	2.7	3.7
Other merchandise ²	17,359	2,361	14,776	947	17.5	149.3	13.6	16.1	11.0
Other nonmerchandise ³	3,219	1,104	1,185	315	171.6	250.5	34.3	3.0	5.2

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html.

¹ Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey, and are subject to revision.

² Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, jewelry, and sporting goods.

³ Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey